

MARKETING SYSTEM EMPLOYING VENDING MACHINES

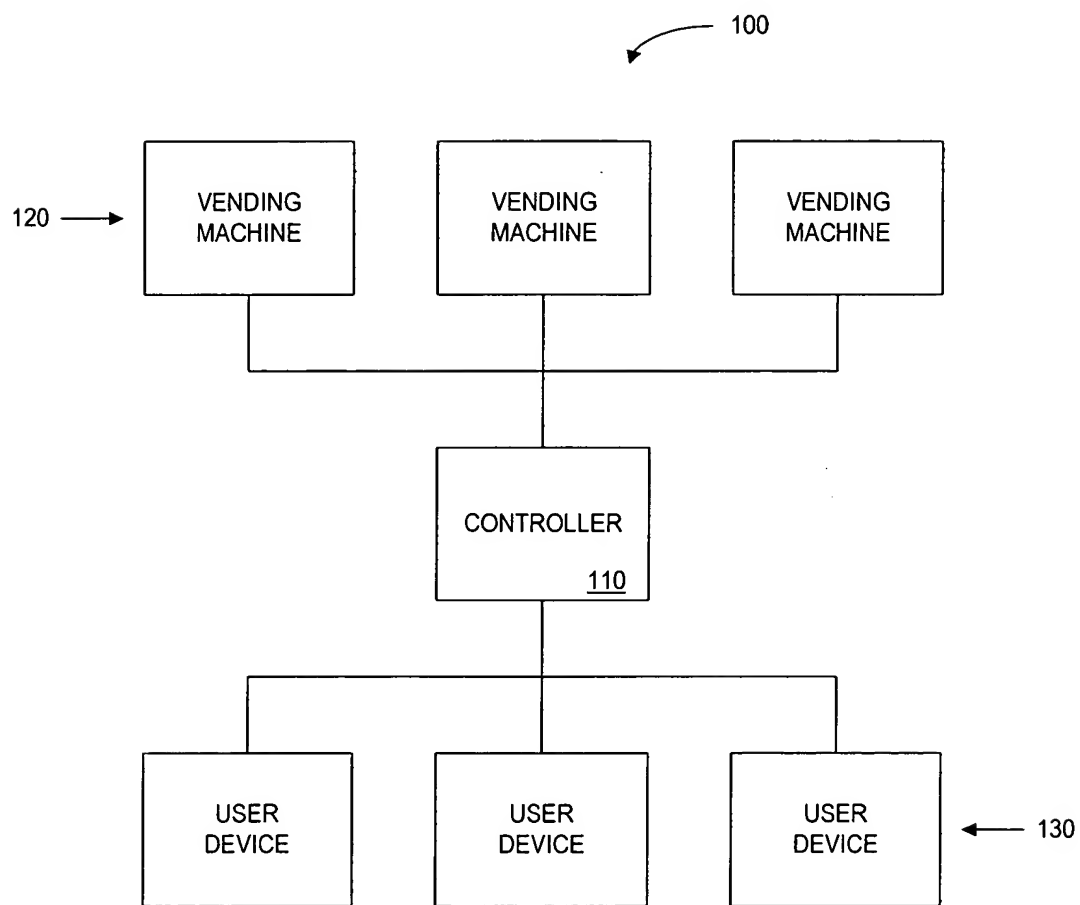


FIG. 1

MARKETING SYSTEM EMPLOYING VENDING MACHINES

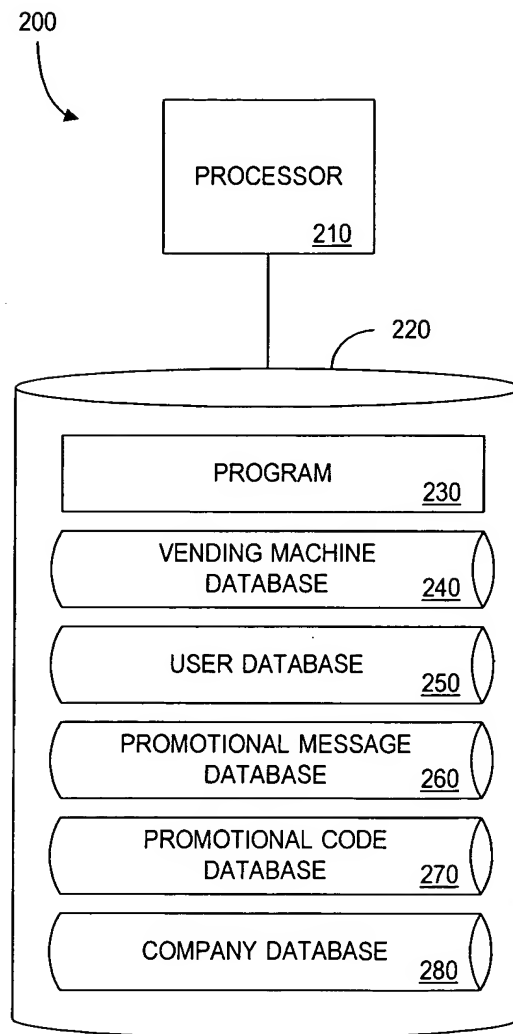


FIG. 2

MARKETING SYSTEM EMPLOYING VENDING MACHINES

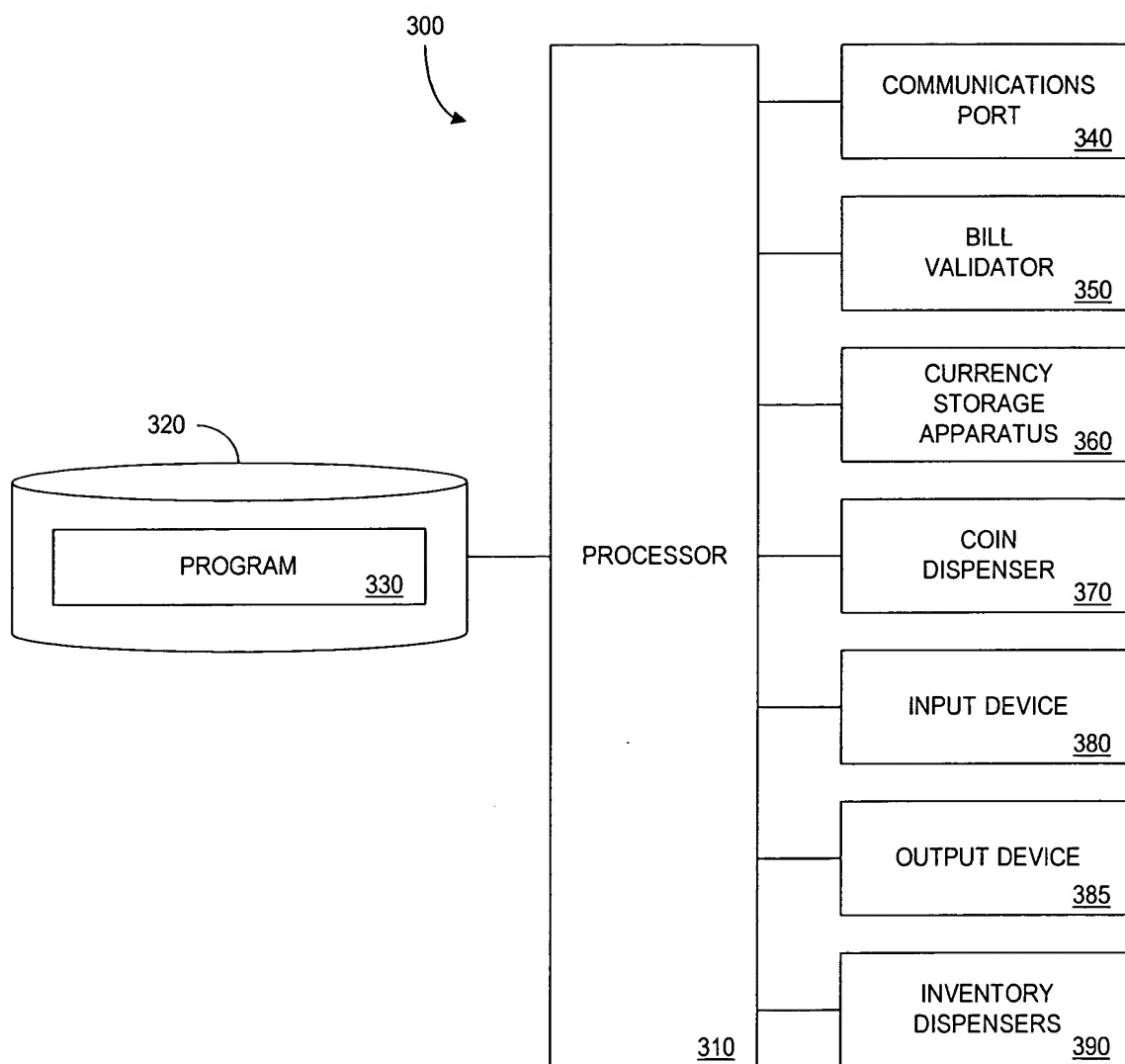


FIG. 3

MARKETING SYSTEM EMPLOYING VENDING MACHINES

400

VENDING MACHINE IDENTIFIER	TYPE	COMPANY HOST	LOCATION	INVENTORY CAPACITY
V1111	CANNED BEVERAGE	ABC CORPORATION	121 COMMERCE PLAZA, 3RD FLOOR LOBBY	10 TYPES, 20 EACH
V2222	SNACK FOOD	XYZ ENTERPRISES	888 XYZ SQUARE, 5TH FLOOR CAFETERIA	40 TYPES, 10 EACH
V3333	COFFEE	PQR CONSULTING	777 HOPE ST. MAIN ENTRANCE	2 TYPES, APPROX. 200 TOTAL COFFEE VENDS

FIG. 4

MARKETING SYSTEM EMPLOYING VENDING MACHINES

500

USER IDENTIFIER	NAME	COMPANY	E-MAIL ADDRESS	PURCHASE FREQUENCY
U111123	HEIDI ROSS	ABC CORPORATION	HEIDI@ABCCORP.COM	2 PER WEEK
U222234	ROBERT CONNER	ABC CORPORATION	ROB@ABCCORP.COM	1 PER MONTH
U333345	HERBERT EINGART	XYZ ENTERPRISES	HERB@XYZCORP.COM	NEVER

FAVORED PRODUCT(S)	MAILING LIST INCLUSION	FINANCIAL ACCOUNT IDENTIFIER	PURCHASE CREDIT LIMIT	CURRENT OUTSTANDING BALANCE
HERSHEY'S(tm), M&M'S(tm)	OK	1111-1111-1111-1111	\$10.00	\$0.00
BBQ POTATO CHIPS	OK	2222-2222-2222-2222	\$50.00	\$23.00
N/A	OPT OUT	N/A	N/A	N/A

FIG. 5

MARKETING SYSTEM EMPLOYING VENDING MACHINES

600

PROMOTION IDENTIFIER	TRIGGER	VENDING MACHINE(S) PROMOTED	ASSOCIATED CODE(S)	PROMOTIONAL MESSAGE SUMMARY
P1221	TWINKIES(R) INVENTORY > 20X DAYS UNTIL RESTOCK	V4321	C9SE3R4	TWINKIES(R) 40% OFF UNTIL STOCK RUNS OUT
P2332	NO OTHER PROMOTION IN EFFECT (DEFAULT MESSAGE)	V6532, V6543	CGH0100, CGH0101, CGH0102...CGH0129	ANY TWO PRODUCTS FOR \$1.00
P3443	PAYMENT AND REQUEST BY GREAT SPORTS NEWS CO.	V8888	CKU3000, CKU3001, CKU3002...CKU3099	1 MONTH MEMBERSHIP AT GSNCO.COM WITH ANY PURCHASE

PROMOTIONAL DURATION	NUMBER OF PROMOTIONS SENT	RECIPIENTS	NUMBER OF PROMOTIONS REDEEMED
UNTIL STOCK RUNS OUT	3	U112233, U223344, U334455	1
24 HOURS	30	U445566, U556677, U667788, U778899...	9
3 DAYS	100	U100001, U200002, U300003, U400004...	24

FIG. 6

MARKETING SYSTEM EMPLOYING VENDING MACHINES

700

CODE	NUMBER OF VALID USES	NUMBER OF TIMES USED SO FAR	USERS PROVIDED WITH THIS CODE	BENEFIT TO BE PROVIDED IN EXCHANGE FOR VALID PRESENTMENT OF CODE
CQV3Z9	1	0	U333444	FREE PRODUCT OF USER'S CHOICE
C98CFW3	2	1	U888999	ANY DRINK TOGETHER WITH ANY SNACK FOR \$1.00
C2C93KK	5	5	U111333, U222444, U333555, U444666, U555777	1 TWINKIE(R) FOR 50% OFF

FIG. 7

MARKETING SYSTEM EMPLOYING VENDING MACHINES

800

COMPANY IDENTIFIER	COMPANY NAME	COMPANY LOCATION	NUMBER OF EMPLOYEES	E-MAIL ADDRESS	RULE(S)
E1122	PHIL'S MACHINE SHOP	34 VETERANS AVE.	20	N/A	1 E-MAIL PER EMPLOYEE PER DAY
E2233	MADISON MUTUAL TRADING CO.	289 PATRIOT BLVD.	150	N/A	100 E-MAILS TOTAL PER DAY, NO E-MAILS BETWEEN 9 AM AND 12 PM NOR BETWEEN 1 PM AND 5 PM
E3344	GRANITE ACCOUNTANTS	2233 FISHERMAN'S DR.	90	VMACHINE@GA.COM	LIMIT OF 2 E-MAILS TO THE LIST PER DAY

FIG. 8